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[Click here](#) to learn more about
our services.

Tips to reduce the impact of a strong dollar

IBNewsmag is an independent online magazine for small to medium-sized enterprises (SMEs) within a ten state Midwest region. Their most recent issue explored innovative ways businesses can reduce the impact of a strong dollar. [Click here](#) to read more.

Upcoming Events

[Food Show PLUS!™ SIAL Middle East](#) (registration ends Aug 31!)

When: December 6- 9, 2015

Where: Abu Dhabi, UAE

Registration Deadline: August 31, 2015 - \$350

This region imports nearly 90% of their food needs, ensuring demand for nearly every sector of the food and beverage industry. In order to maximize effectiveness at this event, consider taking advantage of Food Export's Food Show PLUS!™ Services. This is a market not to be ignored, and remains a booming business and tourist destination.

Food Show PLUS!™ Services include:

- Pre-show research on competition
- Translation of product information into Arabic (up to two pages)
- On-site assistance by an in-market representative
- Market briefing and store tours (day before the show/business meetings)
- Invitations distributed to key buyers in the Middle East
- Facilitate introductions to interested buyers
- Post-show follow up assistance

To register or for more information, contact Lisa Stout at 608-224-5126/ Lisa.stout@wi.gov.

[PLMA Buyers mission](#) (early bird registration ends Sept. 7)

When: November 15, 2015

Where: Chicago

The Private Label Buyers Mission, held November 15, is a great opportunity to meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings right here in the U.S! Take advantage of this low -cost opportunity to generate new sales leads, and build relationships with key industry players.

Products of Interest: Confectionery, processed meats, grocery products, snack food, natural/organic products, specialty food, processed fruits and vegetables.



Early Registration Deadline: September 7, 2015 - \$150. To register or for more information, contact Ashwini Rao at 608-224-5119/ ashwini.rao@wi.gov

Food Export Seminar: Meeting Buyers' Expectations

When: November 4, 2015

Where: Wausau, WI

Join Food Export-Midwest and the Wisconsin Department of Agriculture, Trade and Consumer Protection for a full day of exporting education topics. If you are looking to grow your business, don't miss this opportunity to learn about the various export issues and how you can meet your international buyers' expectations.

Register [here](#). For more information, contact DATCP's Lisa Stout at 608-224-5126/ Lisa.stout@wi.gov.

Other Events:

Considerations for Your Logistics Programs: Secrets Your Forwarder Never Told You

When: Sept. 17, 2015 / 11:30 AM - 2:00 PM. Lunch will be served

Where: Madison Marriott West, Middleton, WI 53562

Cost: \$35 Early Bird for Members / \$50 Early Bird for Non-Members

Gain practical knowledge on choosing your logistics service providers and how to develop a long-term relationship that will help you manage your logistics program. Learn why the lowest freight cost is not always the cheapest in the end. Understand the many facets of moving your goods and how you can avoid common pitfalls and costly mistakes.

This program is geared toward Importers and Exporters of all size. Both people new to logistics as well as experienced individuals can gain insight on some of today's challenges from Wisconsin area Trade Logistics Business Owners. Register [here](#).